

## **Lesson 13**

### **PACKAGING AND PACKING**

**1. Labelling Function.**

**2. Forms of Labels**

**3. Labels and Preferences for Colors, Numbers and Shapes**

**4. Packaging and packing**

**5. Functions of Packaging**

**6. Packaging Designs**

**7. Kinds of Packaging**

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Exporters should formulate value rich offers to be made to the prospective buyers in the foreign markets. The exporters can gain an edge over their competitors and secure business if their offer is better than the best. This requires creativity in the formulation of the offer. The famous four P's (product, price, place and promotion) of marketing provide the framework of various decisions to formulate the value rich offer. In relation to the product, creativity is not only in regard to the basic product design, finish, use of various materials, quality specifications etc. but also in terms of labelling and packaging of the product. Besides, the exporter can turn the growing awareness with regard to protection of environment from pollution into a very effective promotional tool in the foreign markets. The issues relating to environment protection, use of eco- labels and environment friendly packaging has occupied the central place in the area of international business during the later half of the decade of 90's. Packing of the export cargo and proper marking on the export boxes are' equally important.

The logistics of execution of the export order suggests that once the goods have been procured and processed and/ or manufactured for the purpose of export, then the exporter should turn to the issues relating to labeling and packaging. The decision-making processes involved in procurement of materials/ goods and mobilization of adequate amount of financial resources have been discussed in the preceding chapters. The functions relating to labelling, packaging, packing and marking are in essence, the marketing functions and the exporters should view them in this perspective to be successful in the export markets. The present chapter addresses these issues and provides a practical insight into this aspect of marketing of the goods.

## **LABELLING FUNCTION**

Labelling is the process of fixing labels on the export product. Its main purpose is to inform the consumer essential details in respect of the product as regards its quantity, quality, how to use and maintain it. Many a time, the foreign buyers insist on inclusion of a particular type of label to comply with the regulations of their countries. Different countries have different regulations as regards labelling of the product. One of the most common regulations is in respect of origin of the goods i.e. a product must carry the label to indicate the country in which it has been manufactured.

- *For example, in Germany the label must indicate the quality of the material used on the label. Thus, if a garment is made of 100% cotton fabric, then the label fixed on the garment should state that it is made of 100% cotton.*
- *In Oman, law prohibits use of adhesive labels. Each label has to be printed both in English and Arabic language.*
- *In Canada, the label on each package should be printed both in English and French and it should contain the mandatory information about name of the product and its type, weight/size of the product, country of origin, and address of the manufacturer and lot number of the consignment with date of manufacture.*

The exporter should thus, ascertain the legal requirements as regards labelling of the product as applicable in different countries and plan for the commercially useful information to be given on the product.

### **Check List of Information on a Label**

- Every label should contain the following information:
- Information to satisfy the legal requirements of a particular country. Instructions for taking care of the product.
- Dimensions of the product i.e., size, weight, thickness etc.
- Inputs used i.e., the contents of the materials used in the manufacture of the product.
- Instructions for the use of the product.
- Country of origin.
- Name and address of the manufacturer.
- Lot number of the consignment
- Date of manufacture and date of its expiry.
- Brief information about those who made it. It is particularly relevant in the case of items of handicrafts or other creative items.

## **Forms of Labels**

- 1 Labels on the products may assume any of the following forms: Strip of cloth
- 2 Card label
- 3 Adhesive sticker
- 4 User's manual

## **Features of Good Quality label**

A good quality label has the following features:

- 1 It includes all the relevant information.
- 2 It is printed in the language of the importer's country.
- 3 It is appropriate to the product. For instance, a label in the form of adhesive sticker on a leather purse or on a wooden article would not be appropriate, as it would damage the product.
4. It should be developed taking into consideration the colour and shape preferences of the prospective buyers.

## **Labels for the Textile Products**

The exporters should devise the labels depending upon the requirement of the product. There are no special or specific norms to guide the contents of a label. A set of general guidelines for the preparation of labels has already been provided in the preceding section. As far as garments and textiles are concerned, there is a need for special type of labels, which should include the symbol for textile care. The Federal Trade Commission of USN has specified in the care labelling rule in regard to textiles and garments that each care label should include the instructions with regard to how to take care of garments, appropriate temperature settings and the warnings with regard to the use of the garments and the textiles. The Federal Trade Commission of USA introduced the new labelling system with effect from July 1, 1997. This new system gives option to the manufacturer of garments and textiles to make use of symbol on care label instead of written instructions. The American Society has developed these labels for Testing and Materials. These symbols relate to washing, bleaching, drying, ironing and dry cleaning.

The International Association for Textile Care Labelling known as GINETEX had also developed a set of textile care symbols, which have been in use w.e.f. 1st January 1986. These symbols for textile care adopted by the 13 member countries of GINETEX have come to be accepted as International Symbol for Textile Care. These countries are Austria, Belgium/Luxembourg, Finland, France, Great Britain (U.K), Italy, Israel, New Zealand, Portugal, Spain, Switzerland, The Netherlands and Germany. These International symbols for textile care are given in Figure given below.

|              |  |                                                                                   |
|--------------|--|-----------------------------------------------------------------------------------|
|              |  | : Do not machine or handwash                                                      |
| 2. Drying    |  | : Can be tumbled dried                                                            |
|              |  | : Do not tumble dry                                                               |
|              |  | : Hand dry                                                                        |
|              |  | : Dry flat                                                                        |
| 3. Cleaning  |  | : Dryclean only                                                                   |
|              |  | : All solvents used in Drycleaning allowed                                        |
|              |  | : All solvents except Tri-chloride Ethylene allowed.                              |
|              |  | : Only White spirit and solvent (I) allowed for dry cleaning                      |
|              |  | : Do not dryclean                                                                 |
| 4. Ironing   |  | : Can be ironed. Inside _____ for cool iron.<br>_____ warm iron ; _____ hot iron. |
|              |  | : Do not iron                                                                     |
| 5. Bleaching |  | : Can use household bleach                                                        |
|              |  | : Do not use household bleach                                                     |

## Labels and Preferences for Colors, Numbers and Shapes

While designing the labels, the exporters should keep in mind the preferences of the consumers with regard to colors, numbers and shapes. People in different countries have their preferences with regard to the impact of colors, numbers and shapes with regard to labels and packages. Though it sounds superstitious yet it is a fact that people across different parts of the world shy away from those products which are made of shapes or colors schemes, which they think, have 'negative effect', on their minds would not necessarily improve the sales but it would not shy them on their minds. It should however, be clearly understood that use of colors or labels or numbers on the

products/packages which people think have a 'positive effect' on their minds would not necessarily improve the sales but it would not shy them away from such products. Some of the colors, numbers and shape preferences of people in different countries are described in the following paragraphs.

- The colour black is considered, to have negative impact on the people in countries such as Singapore, Malaysia, Libya, Japan, countries in the Middle East, Greece, Argentina and other countries in Latin America.
- The colour purple has negative impact on the minds of people in Italy whereas colors with soft tones are considered to have positive impact.
- The colour green is welcomed across the countries in Muslim communities.
- Combinations of red and white and gold and silver are preferred colors in Japan.
- The colour red is perceived to have negative impact on the minds of people in the Africa region. Bright colors have positive impact on the minds of the people in Peru, Surinam, Hong Kong, Korea, Taiwan, Greece and Malaysia.

The number 13 is perhaps the most hated number across different countries of the world such as Japan, Hong Kong, Korea, Taiwan, Germany, Denmark, Greece, Romania, Latin America, Malaysia, Singapore, and Egypt etc. Many people view this number, as a symbol of bad luck and the exporters should avoid this number while numbering the packages. Surprisingly, the number 17 is considered to have negative impact in Italy and number 7 or any other number ending with 7 is considered to be a number of bad luck in Kenya. The even numbers are preferred in Hong Kong, Korea and Taiwan whereas some of the numbers like 1, 3, 5 and 8 are viewed as numbers with positive effect in Japan.

Triangular shapes of packages are not preferred in Korea and Taiwan. Round and square shapes of packages are preferred in Hong Kong and amongst the people in Middle East. Egyptians prefer pyramid shaped packages.

## **PACKAGING AND PACKING**

Packaging refers to a container in which the product reaches the end use consumer. It is a part of the presentation of the product and stays right till the customer takes it from the retail store. It should not be confused with packing. Packing refers to the external protective covering used for the safe transportation of the goods to the importer. For example, plastic box used to pack a set of embroidered handkerchiefs is an example of packaging. On the other hand, the corrugated fireboard boxes, which are used for packing the plastic boxes for their safe transportation to the importer in the foreign country, would represent packing.

Packaging plays a very important role in the marketing of a product; it is a part of the augmented product. The augmented product is that part of the product which deals with adding new features to the basic product in order to exceed the customer expectations. These features take the form of packaging, delivery arrangements,

warehousing, customer advice etc. in order to add value to the product. As a matter of fact, the competition between the exporters at the foreign market place is not in relation to the core product or its basic tangible features but it is about the augmented product. For instance, an expensive chessboard offered to a customer wrapped in the old newspaper is very likely to lose out to an identical chessboard set neatly presented in a nice matching box. In the latter case, the packaging makes it a more valuable product and offers more 'value' to the customer.

## **FUNCTIONS OF PACKAGING**

Packaging of goods for exports performs the following functions:

- 1 The product is broken down into saleable units in terms of size or weight or any other dimension relevant to that product.
- 2 It protects the product during transportation, storage, display and use.
- 3 It conveys a message about handling of the product to the transporter /*buyer* consumer during transport, storage, display and use.

## **PACKAGING DESIGN**

The design of the packaging should be developed very carefully to ensure that: Proper

- Protection is provided to the product.
- The product is environment friendly to produce and dispose off.
- It is safe to handle during transportation.
- It is economical to produce, handle and store.
- It is very attractive when displayed.
- It is convenient and safe to use in compliance with the relevant standards of the target export market.

It should be understood that primary packaging of the product performs the function of the silent sales man. It should appeal to the prospective consumer and satisfy his desire to use a better quality product. The total package design (comprising of material, size, shape, colour, text, graphics and logo) should be such that it provides:

- A. Proper perception and expectations about the product.
- B. Convenience and efficiency in use.
- C. It should be faultless.

The exporter should also keep in mind the product and the target group of customers while designing the primary packaging of the product.

## **PACKAGING MATERIALS AND KINDS OF PACKAGING**

### **PACKAGING MATERIAL**

There are various types of materials available for packaging of the goods. These materials are paper, plastics, wood, cardboard etc. Selection of the packaging materials should be made keeping in view primarily the specifications given by the importer because he has

to plan further for consumer packaging of the goods. Broadly, the selection of the packaging materials would depend upon the following factors:

- 1 Product characteristics
- 2 Transportation and storage methods.
- 3 Climate and culture.
- 4 Standards and environmental considerations.
- 5 Market position.

The type and quality of the packaging is specific to the given product. For example, certain products such as garments, shoes, textiles etc. are sold to the consumers without any packaging. They are usually displayed without any packaging at the retail stores. Such goods do not require very expensive packaging. The exporters have to ensure that the packaging used by them should be such that it prevents the products from getting dirty. These goods are often packaged in polyethylene bags.

Card board boxes are used for the packaging of items such as sets of glasses or tableware, decoration with several delicate parts, pairs of candle holders, glass vases, delicate statuettes etc., to ensure that they are not damaged and their appearance is not spoiled during handling and display.

Expensive products and gift items such as jewellery require a high standard of packaging. In fact, the more expensive or exclusive the product, the more justified high quality and more expensive the packaging is.

## **KINDS OF PACKAGING**

Depending on the use of packaging materials, the packaging for export products can be classified into the following categories:

1. Plastic packaging
2. Paper based packaging
3. Combined plastic and cardboard packaging.
4. Miscellaneous packaging

### **➤ Plastic Packaging**

The various kinds of plastic materials are used for packaging of the export products. The most common plastic materials used for packaging are polyethylene (PE) and polypropylene (PP). Polyethylene film has two main varieties of consumer packaging namely, low density polyethylene (PE-LD) film and high-density polyethylene (PE-HD).

PE-LD film is used for making plastic bags, shrink wrapping and stretch wrapping. This film is very useful to provide protection against moisture and dirt. It does not however, provide any mechanical protection. The exporters can use the plastic bags made of PE-LD films for wrapping articles to package products like T-shirts, table cloths, napkins, leather hand bags etc. These products are placed inside the plastic bags, which are transparent and are suited for retail display.

In shrink-wrapping, a specially treated film is loosely wrapped around the product(s) and then shrunk with heat to form a tight package. This kind of wrapping is suitable for solid products like sets of drinking glasses, a group of egg-cups, sets of table mates and so on.

In stretch wrapping, a thin film is tightly wound around the product, often in several layers. When the wrap is completed, the stretched film tries to return to its original size, thereby holding the product or group of products tightly in place.

PE-HD is also used for making plastic bags because it provides better resistance against moisture and fats than PE-LD. PE-HD is more expensive than the PE-LD. Both the forms of plastic films are environment friendly as they are easy to recycle.

The PP films are stronger than the PE films. It is better to use bags made of PP films for packaging textiles and garments as these can be printed or can be used in plain form as well. PP films are better than PE films in terms of providing better moisture protection but these films are more expensive. Another alternative to PP films is polyvinyl chloride (PVC) material. But from environmental point of view, PVC materials should not be used, as these are not recyclable.

Plastic boxes can be used especially as retail packages for jewellery and other small, precious products. They are also well suited to add appeal to products such as embroidered handkerchiefs or tablecloths, souvenir dolls, etc. They come in square, oval or round shapes; printed or plain.

### ➤ **Paper Based Packaging**

Paper based materials are used as wrapping, as paperboard cartons or corrugated fiberboard boxes. The various types of paper can be coated with plastics, waxed or treated with anti corrosion agents. Paper is either produced from virgin wood fibers or recycled fibers. The former is stronger than the latter.

Paper wrappings provide protection against dust and light, but do not provide mechanical protection.

Paper absorbs moisture when the surrounding air is more humid than the paper, and it gives up moisture when the surroundings are drier. Thus, paper wrappings can be used to some extent as moisture protection inside the packages as well to slow down the harmful effect of moisture in the air. One should use tissue paper instead of newspaper to protect the surface of products.

### ➤ **Paperboard folding cartons**

Folding cartons made of different paperboard qualities can be used as retail packaging for variety of reasons. Folding cartons are economical; they can be shaped in almost unlimited number of ways; they can be printed very decoratively; properly designed cartons provide mechanical protection to products; they protect products against dust and light, and are easy to handle in retail shops. The most important property of such cartons is their stiffness.

### ➤ **Paper board cans**

The paperboard can is a form of paper based retail packaging, which is quite inexpensive and is used to pack different types of products. These cans can be lined inside with aluminum foil or plastic films to provide additional protection against humidity. Such cans are used for packaging toys, puzzles, games, tennis balls and other sports goods.

### ➤ **Combined Plastic and Card Board Packaging**

There are three main types of packaging that combine paperboard and plastic materials. These are as follows:

- 1 Skin packaging.
- 2 Blister packaging and
- 3 Plastic bags with a paperboard card.

These packages are used mainly for retail packaging of pens, small toys, gift items lightweight souvenir articles. This type of packaging has several advantages: the product is visible through the plastic; the paperboard card can be printed to provide information and to add sales appeal; especially small products are not lost or stolen easily.

- **Skin packaging**

Skin packaging is a form of packaging where the product is first placed on a paperboard card with heat seal coating. It is suitable for products, which need protection against moisture and are not very heavy or expensive. It is however, not suitable for products which are sensitive to heat.

- **Blister packaging**

In this form of packaging, the product is first placed into a pre-formed plastic blister. Then a paperboard card is attached to it. Blister packaging can be used for a variety of products such as toys, pens, textile articles and decorations etc. It should not be used for those products, which are too delicate as there is always some space for movement inside the blister. This might damage the delicate product.

- **Plastic bag with paperboard card**

In this form of packaging, a paperboard card is attached to the plastic bags through a hole in the bag. This adds sales appeal to plain plastic bags and is always very cost effective. The paperboard card can be printed on adding information and attraction. The plastic bags can be made of any materials but PP film should be preferred in the interest of better product presentation.

- **Miscellaneous Packaging**

Exporter can make use of wood, textiles, straw, leaves or any other locally available materials for packaging of the goods. Specially made wooden boxes can be used to package traditional ceramics, woodcarvings, various gift items, pieces of jewellery etc. If

wooden packaging is used as a gift or retail package, it has to be made with as much care as the product itself. This means that it should be smooth, clean, and dry, with any hinges or locks well made and functioning. It is also important to pack the product with sufficient cushioning material into a wooden package, so that the product is not damaged during transport. Before using wood as packaging material, one should always check, whether there are any regulations concerning the treatment or certification of wooden materials.

Paperboard cartons or boxes can be covered or lined with cloth to give them a more decent appearance. Bags made of jute; cotton, velvet or other fabric could be used for the packaging of products, which do not need much protection. Baskets made of local materials can also provide very attractive packaging for handicraft products.

## **PREPARING FOR PACKAGING**

Packaging affects the image of the product and in turn would affect the purchase decision of the buyer. Exporter should ensure the use of quality packaging material for packaging of the product. Quality packaging plays a very important role in creating the image of a country. The transformation of the image of Japan as a supplier of industrial goods owes to quality packaging; so is true for South Korea, Singapore and Hong Kong.

### **Packaging has two components namely, technical and promotional**

- The technical aspect of packaging is concerned with protection of the product from moisture, heat, scratches, mechanical shocks and so on. The exporter can ensure technical protection by using appropriate plastic materials, paper and the cushioning materials.
- The promotional aspect of packaging is concerned with creating sales appeal through packaging by making use of traditional patterns/designs of the country and by way of illustration of the item using a combination of two or three colour.

The following steps should be taken to prepare the product for packaging:

Clean all the products so that they are completely free of dust, dirt or fingerprints.

It is especially important to remove fingerprints from polished metal surfaces, as fingerprints may cause corrosion and stains.

Dry those products, which are, stains affected by humidity. The drying should be done just before packing so that the humidity in the air cannot penetrate the products again. Such products are: articles made of wood, straw, paper, leather, and all textiles and garments. In the case of painted or lacquered products it is important to ensure that the paint is completely dry before packing.

. Make sure that all parts of the product are there and that articles in sets are complete.

. Make sure that possible stickers or other product labels are correct and that they are fastened so that removal of the labels by the end consumer does not damage the product.

While preparing for packaging of the export products, the exporter should aim at ensuring efficient packaging. It minimizes the use of packaging materials and optimizes on the container space. Besides, it should facilitate:

- a. Product identification.
- b. Handling, storage and display of the goods
- c. Price markings, tags and bar codes
- d. Opening of the package.
- e. Disposability of transport and surrounding materials.

### **Principles governing packaging**

The exporter should observe the following principles while planning for packaging of the export products:

- 1. There should be no compromise on the protective capacity of the packaging.
- 2. It is good to save on packaging costs but it should not result in any possible loss of sales, profit and goodwill due to rejection by the buyer.
- 3. The exporter should anticipate the risks to the health of the consumers due to the use of inferior packaging.

## **PACKING OF GOODS**

As explained above, packing of goods is concerned with placing the goods in protective external covering to ensure their safe transportation. Packing is a vital part of successful export operation as it facilitates transportation of goods economically over long distances; and their sales on arrival at the destination. It plays an important role in improving the perception of 'value' of the product. A clean, correctly marked package i.e. easy to handle, gives the impression of good quality of the product and its exporter too. The package should be treated as the business card of the exporter. Thus, the objective of packing the goods for export should be to make packing 'as good as necessary, and as economically as possible'.

### **Need for Packing: Risks in the Chain of Transportation**

The need for packing arises due to the fact that there are many stresses and risks involved during the transportation of goods from the exporter to the importer. These risks can be better understood if one knows the links involved in the chain of transportation of goods to their destination. The various steps involved in the transportation of goods are as follows:

**1 Stacking and storage of goods** in the factory while waiting for loading on the truck or freight container. The risk involved at this stage is that if the boxes are weak then they may not endure stacking of more boxes on each other and as a consequence, there could be possible damage to the boxes on the ground. Such possibilities are very strong in the case of cardboard boxes. If there is a visible damage to the boxes before they leave the

exporter's premises, they will certainly not endure the vibrations and shocks during transportation caused by bumps or pot holes on the roads etc.

2. The boxes are loaded onto the truck and are transported by road to the nearest airport/sea port. At this stage, the possible risk of damage to the goods **may be caused because of vibrations and shocks arising due to bad road conditions**. It should be ensured that the boxes in the truck are not able to move inside and there are no empty spaces in the truck otherwise, bumps in the roads or sudden brakes would cause serious damage to the goods.

3 The boxes are unloaded and are stored at the airport/ seaport for custom clearance before being loaded on to the plane/container/ship. At this stage, manual unloading and handling, breakage or damage due to humidity or damage causes the possible risk of the damage to the goods by insects or rodents.

4 The goods are packed into the freight container or loaded on the plane/ ship. The possibility of damage to the goods is again caused due to poor handling, and stacking of the goods. If the container is not properly inspected, cleaned and repaired, there is risk of damage to the goods by insects or rodents. The risk of damage to the goods is often multiplied if the goods are sent as loose cargo i.e. not in a freight container.

5. Sailing of the ship to the port of destination: During sailing, the goods may be damaged due to stormy weather, waves, heaves, twists and turns.

6. Unloading of cargo at the port of discharge. There are no special risks involved at this stage.

7 Unloading of the containers at the port of discharge. If the boxes have not been secured properly, some boxes may fall out when the doors are opened - risk of damage of products and risk of injury to the person opening the cargo. Manual handling during unloading holds risks of its own.

8 The palletized goods are transferred with a forklift truck to a warehouse. If the goods are sent to retail shops, they are either transferred as pallet loads or as individual packages. There is no special risk involved at this stage.

The main point here is that transport, handling and storage are always more stressing and rougher than the packer thinks. This should be kept in mind all the time when selecting packing for goods.

Although sea transport is considered to be the roughest mode of transport, one should not forget that risks are also involved in air transport. Even if airfreight takes less time and is generally not as rough as the sea freight, there are very rough points, such as the landing of the aircraft and the handling of the goods on the ground before they are loaded into the aircraft.

Thus, the exporter should plan for packing of the goods keeping in view the risks involved in different stages in the transport chain from exporter's country to the importer's country.

#### Functions of Packing

The various functions of packing are as follows:

\*It holds the product for the total duration of the transport and distribution chain.

\* It protects the product from getting broken or being otherwise spoilt, from the time of manufacturing until the product reaches its final user.

\*It makes the transport and handling of the product as easy as possible. The boxes that are easy and quick to handle would be more competitive than others in Europe because manual handling is costly there.

\*It informs various people in the transport and distribution chain about the 'identity', destination of the product, and how it should be handled and stored, recycled or disposed of. If the product is sold in a retail package, this has to contain information related to the product, its producer and its handling.

\*It is also the task of the packing to make the transport and distribution of the product economical. This requirement means that the total cost has to be considered - not only the price of the packing. Total cost includes all costs from the time when the product is manufactured until the product reaches the end-user and the empty package is recycled or disposed of. When goods arrive at their destination, packing is the first thing that the buyer sees. If the boxes look untidy, damaged or dirty, the first impression of the products and of the manufacturer is one of low value.

## **DIMENSIONS OF THE PACKING BOXES**

The exporters should ascertain as to how the export boxes are handled in the importing country. This would help the exporter in planning for the dimensions of the boxes for packing of the export cargo. For example in Europe, the pallets of the standard sizes are used for storage of the export boxes. The two main sizes of standard pallets are: 1200 x 1000 mm and 1200 x 800 mm. The shelves in warehouses are fitted to hold these two sizes of the pallets.

In order to fit cartons on the standard pallets economically, boxes and crates should be based on a module of 600 x 400 mm. This basic module fits the standard pallets economically and without wasting (expensive) space. From a practical standpoint, dimensions should be 550 x 330 mm (length x width). The dimensions have to be smaller, because if the boxes land over the pallet edge, the boxes, especially corrugated fiber board boxes, will be damaged. Besides, if the load packed on a pallet is larger than the pallet deck, there will be damage and difficulties in the warehouse.

The size of the box or crate should never be bigger than 800 x 600 mm. The height of the boxes should ideally be 330 mm and never more than 800 mm.

The basic module is the corner stone of distribution and handling in Europe. Pallets, warehouse shelves and even retail shop shelves are based on it. This means that if the dimensions of the boxes are determined according to the basic module, its multiples or sub-multiples, +they are easy and economical to handle and store. The exporter can use this vital information about the dimensions of the boxes to gain an edge over their competitors in the market.

## **QUESTIONS FOR SELF-ANALYZATION**

Q1 What is the purpose of labelling. How does it help in promotion of exports?

Q2 What is the difference between Packaging and Packing? Explain the various kinds of packing materials.

Q3 Packing influences the perception of an importer as regards capability of the exporter to deliver the goods in safe condition." Do you agree? Explain.